



# Information, Disinformation; Social Media and AI

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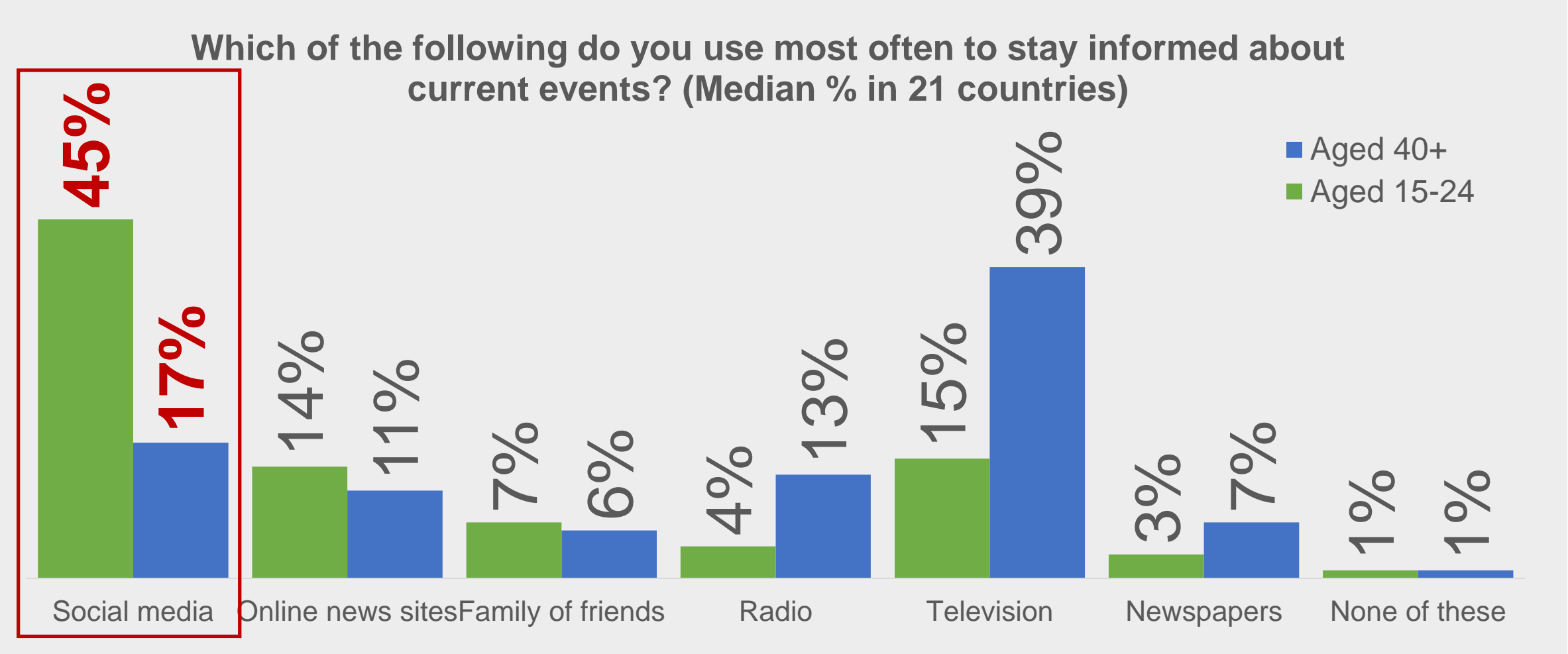
**Global Impact and Human Security,  
The Need for Trusted Sources, and  
Guidelines for Development and Deployment**

**Jon Miller**

November 2023

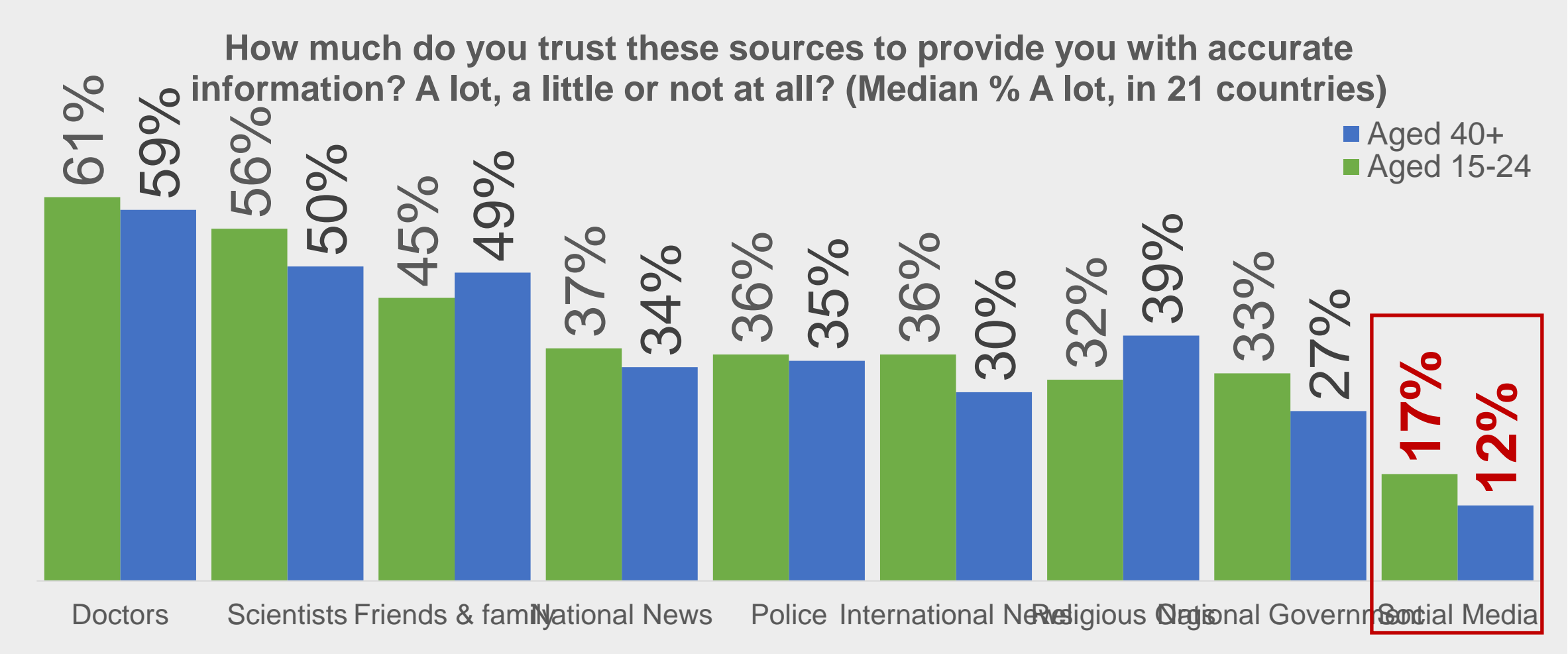


# Almost Half of Young Adults Globally Use Social Media to Stay Informed About Current Events



Source: UNICEF-GALLUP, 2021

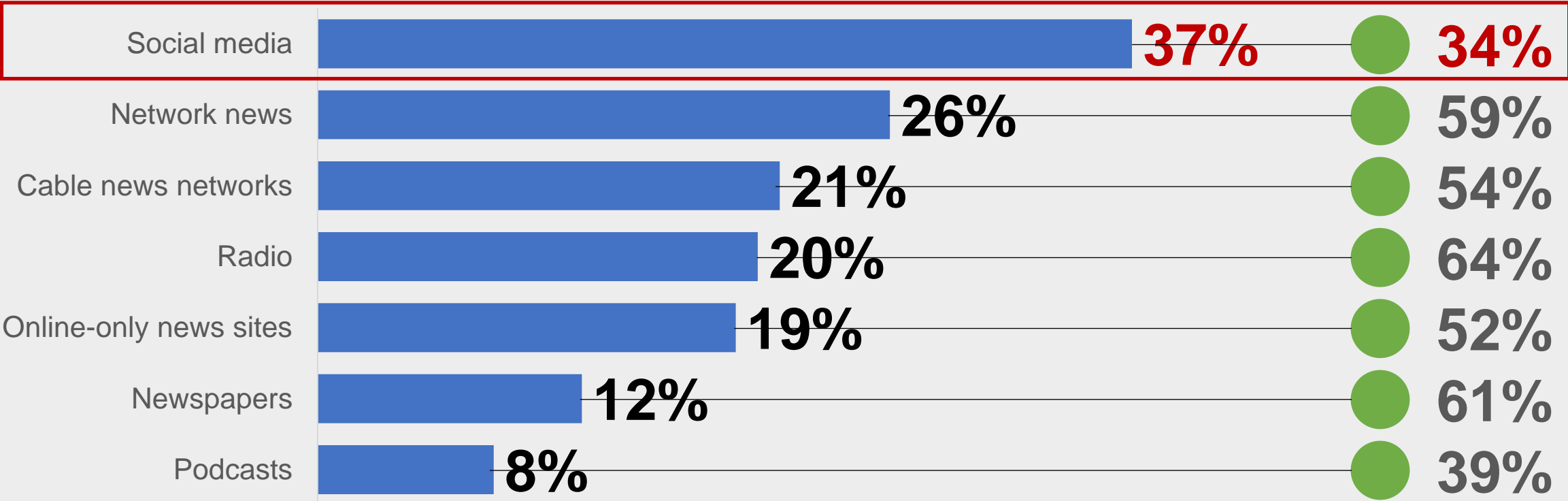
# However, They Also Do Not Trust Social Media to Provide Accurate Information



Source: UNICEF-GALLUP, 2021

# Americans Rely on Social Media for News, Despite Not Trusting Its Accuracy

Share of U.S. respondents that use the following news sources every day

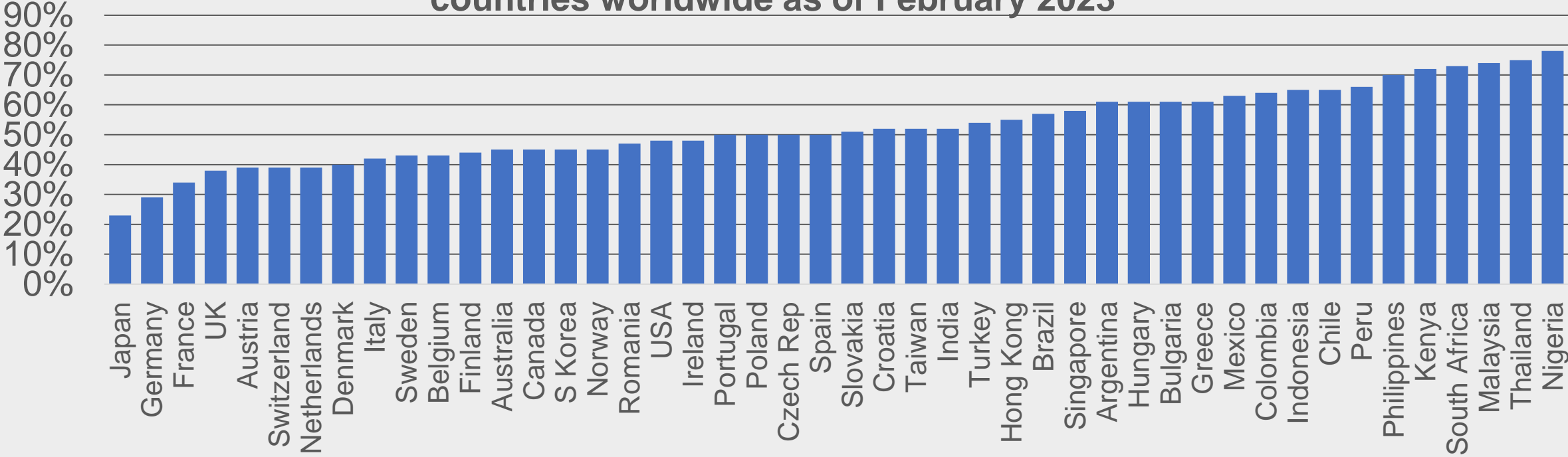


● Share of respondents who trust the following sources

Source: Morning Consult


# Social Media is the Dominant Source of News in Most Developing Countries

Share of adults who use social media as a source of news in selected countries worldwide as of February 2023



Asia and Developing Countries: > 50% Share

Source: Statista




*“The overarching finding is that U.S. adults who mainly get their political news through social media **tend to be less engaged with news. They follow the news less closely, and they tend to be less knowledgeable on a wide range of current events and broad political-knowledge questions about the U.S.**”*

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**Pew Research Center Study (2019)**

# What Social Media Does: Not by Accident But By Algorithmic Effects

Edit "People you choose through targeting" audience



Detailed targeting ⓘ

INCLUDE people who match at least ONE of the following ⓘ

- Demographics > Education > Field of study
  - German Schutzstaffel
  - History of "why jews ruin the world"
  - How to burn jews
  - Jew hater**
  - Demographics > Education > Fields of study > Jew hater
  - German Schutzstaffel
  - Demographics > Work > Employment > NaziParty

**2,274 people**

Demographics > Education > Fields of study > Jew hater

Description: People who listed their main subject or field of study as *Jew hater* on their Facebook profile

Report this as inappropriate

Add demographics, interests or behaviours | Suggestions Browse

Facebook Enabled Advertisers to Reach "Jew Haters"

Source: Facebook (Meta)



***“Israeli Strike Kills Hundreds in Hospital,  
Palestinian Officials Say”***

New York Times Headlines

***“It’s hard to see what else this could be really,  
given the size of the explosion, other than an  
Israeli airstrike or several airstrikes”***

BBC Reporter Jon Donnison’s first report on the hospital bombing

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New York Times & BBC



***“There are no words to fully express our condemnation of Israel’s bombing of a Gaza hospital today, killing hundreds of people. Targeting a hospital, considered a safe haven under International Humanitarian Law, is a war crime. The international community must act now.”***

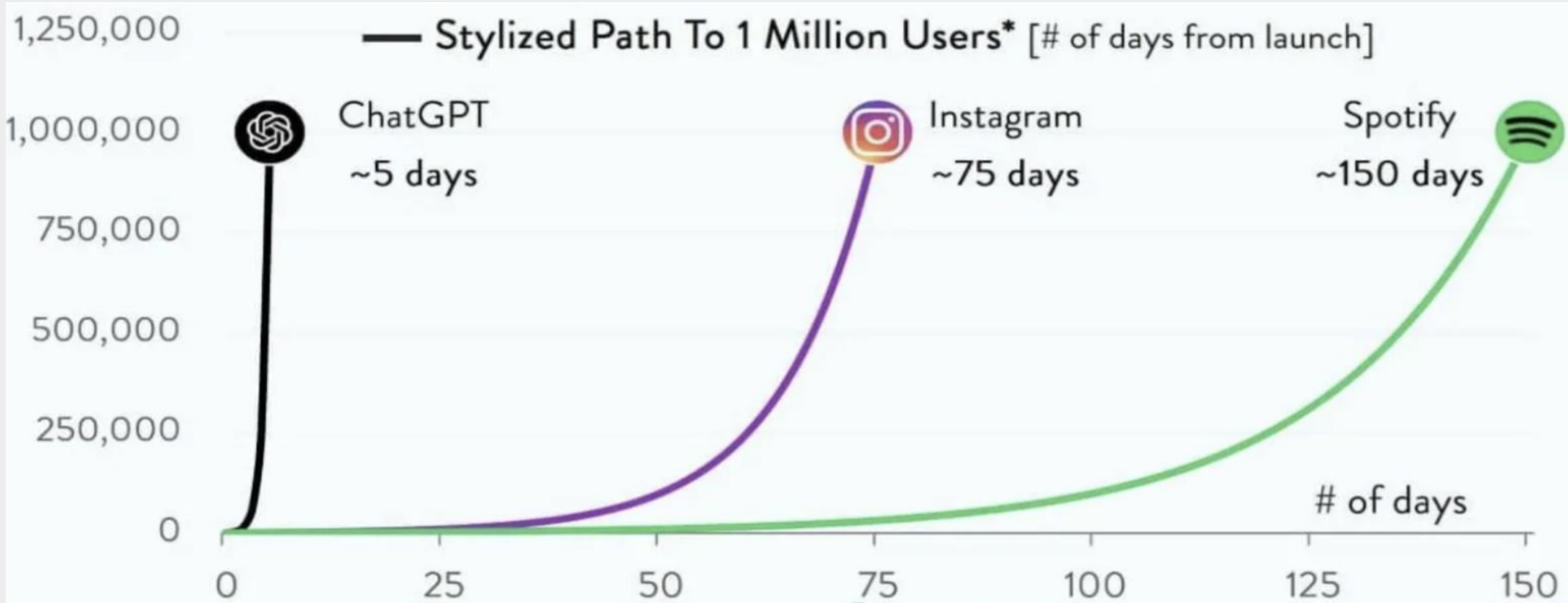
**African Union Chairperson Moussa Faki Mahamat** in an official statement

18 October, 2023



# The Exponential Growth of AI

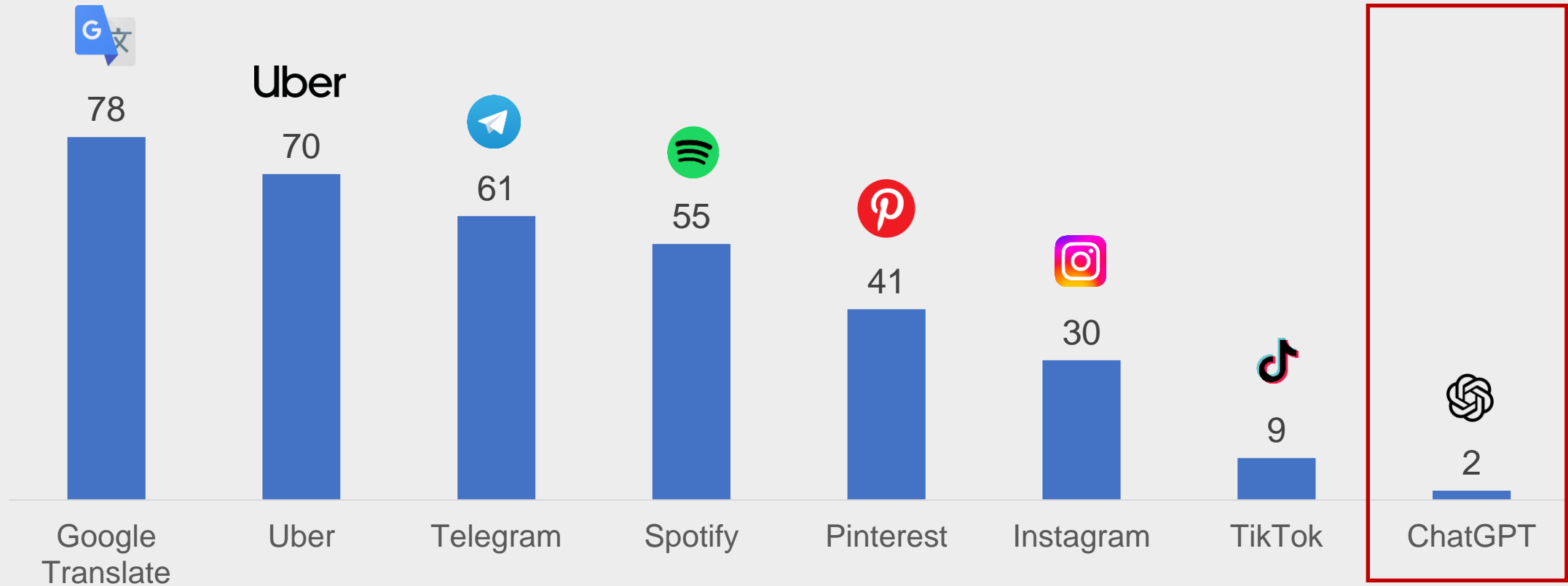
## ChatGPT Reached a Million Users in Five Days...




Source: Contrary Research, Chartr

# ...and a 100 Million Users in Only Two Months

Number of months to reach 100m monthly active users






***“Europol, the European Union’s law enforcement agency, predicted that as much as 90 percent of content on the internet could be created or edited by AI by 2026.”***

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**Gen.ai**



***“We are witnessing a pivotal moment where the adversaries of democracy possess the capability to unleash a technological nuclear explosion... their weapons of choice are misinformation and disinformation, wielded with unparalleled intensity to shape and sway the electorate like never before.”***

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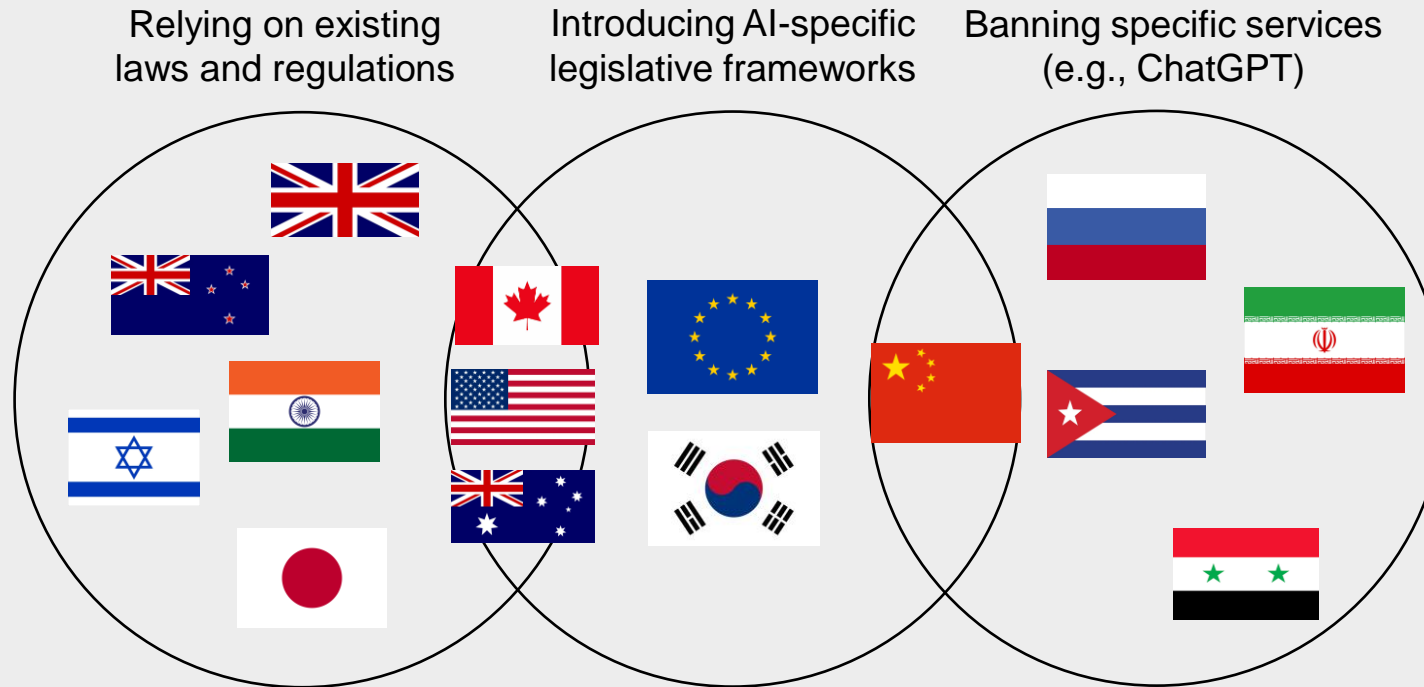
**Oren Etzioni**


Former CEO of and current advisor to AI2,  
a US-based non-profit research institute  
focusing on AI and its implications



# Have We Reached “Peak” Regulatory Divergence?

After years of speculation about mounting potential divergence in regulatory approaches, we are starting to see them stabilize into a handful of distinct approaches





***"We always overestimate the change that will occur in the next two years and underestimate the change that will occur in the next ten. Don't let yourself be lulled into inaction."***

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**Bill Gates**



# What Role Can WAAS Play? (1/2)

- **This is a significant science problem; i.e. data-centric, global, platform-based dissemination of information combined with policy and ethical concerns**
- **The magnitude of the threat may well be comparable to nuclear threats, which prompted the founding of WAAS**
- **Convene, and create a process for global alignment; WAAS does not need to possess all the expertise needed, can convene and partner with others who do**
- **Develop monitoring guidelines and disseminate ongoing results, WAAS can lend credibility to other efforts to develop a truly unbiased, transnational new service**

## What Role Can WAAS Play? (2/2)

- **Most students do not receive any education in the potential social consequences of technology, WAAS can partner in development and dissemination of certified courses for new hires**
- **Draft guidelines for policy enactment: What are the key constructs? How to synthesize into coherent alternatives?**
- **Inform: Work with other groups to create an information network on AI related uses and issues; e.g. UNESCO has invited WAAS to join a task force to disseminate education on their AI policies**
- **Advocacy: Participant based approaches, for example**
- **Next Steps? Convene a working group with fellows and external members; study what's being done; invite notable experts; study proposed solutions; support those that justify and need backing**